

EXHIBITOR & ADVERTISER PACK 2020



SLCC
For Local Council Professionals

What is the SLCC?

The SLCC is the professional body for clerks of town, parish and community councils and we currently represent over 5000 councils across England and Wales.

Founded in 1972, our mission is to provide training, guidance, advice and support to members so that they can develop the professional skills, knowledge and experience necessary for them to best serve their councils and communities; and through this develop the overall recognition and status of their profession.

Promote your Products & Services with SLCC:

- Qualified audience -** Our channels provide an unparalleled platform to engage with delegates working as council clerks, deputy clerks and responsible financial officers across England and Wales.
- Captive audience -** Our informative conference and training agendas not only mean that we entice a large audience but also that they stay at the event for the entire day.
- Engaged audience -** We use techniques to try to ensure each delegate visits your stand, such as a prize draw at each event.
- Strengthen brand -** Strengthen your brand with your existing customers or establish your brand with new customers.
- New Developments -** Learn about new developments in our sector – speak directly to your target market and identify their current wants/needs.

SLCC

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EXHIBIT AT REGIONAL TRAINING SEMINARS (RTS)

The one day, training seminars offer an unrivalled learning opportunity for clerks, councillors and council officers to ensure they are promoting best practice and serving their community to the fullest.

What opportunities are there to network with delegates?

1. Registration typically opens at 8.30am with tea and coffee being served in the exhibitor area for 30 – 45 minutes.
2. After a morning of training, there is another 30 – 45 minutes refreshment break with tea and coffee being served in the exhibitor area
3. Lunch is then served in the exhibitor area for 45 – 50 minutes, delegates then continue with training while exhibitors are free to depart.



WHO ATTENDS?

In 2019:

- On average 47 local council employees attended each of our Regional Training Seminars.*
- 28% of the delegates said it was their first attendance at an RTS.
- 53% of delegates had a precept under £150k.
- Over 171 exhibitors appeared at our Regional Training Seminars selling a range of products and services from hanging baskets, play equipment, cemetery management, IT systems, insurance, Christmas lighting, outdoor furniture, public toilets etc.

*Figures for 2019 taken up to the Harrogate RTS

WHAT DO YOU GET?

Exhibitor stands cost £370 + VAT and include the following:

- A list of delegates (opt-in) attending the event, sent one week before the RTS.
- A clothed table.
- Two chairs.
- Lunch and coffees for one representative (£35 + VAT for each additional representative).

WHAT ARE THE DATES FOR 2020?

29th Jan 2020 RTS Plymouth
24th Jun 2020 RTS East Grinstead
8th July 2020 RTS Sedgefield
9th Sept 2020 RTS Northampton

16th Sept 2020 RTS Chelmsford
23rd Sept 2020 Conference for Wales
12th Nov 2020 RTS Salisbury
25th Nov 2020 RTS Bristol

Nearby accommodation is available, please book directly.

 #SLCCRTS

HOW DO I SIGN UP? Visit www.slcc.co.uk/exhibit to complete a booking form

EXHIBIT AT PRACTITIONERS' CONFERENCE

Practitioners' Conference is a two day, residential event open to clerks, councillors and council staff offering essential training and updates on the local council sector.

What opportunities are there to network with delegates?

1. Registration typically opens at 8.30am with tea and coffee being served in the exhibitor area for 30 – 60 minutes.
2. After a morning of seminars and workshops, there is another 30 – 45 minutes refreshment break with tea and coffee being served in the exhibitor area
3. Lunch is then served in the exhibitor area for 45 – 50 minutes.
4. Maximise your time with the delegates by attending the networking dinner on day one. (The cost to attend the dinner is in addition to the exhibitor stand cost).



WHO ATTENDS?

In 2019:

- 166 local council employees attended Practitioners' Conference.
- 12% of the delegates said it was their first attendance at Practitioners' Conference.
- 87% of delegates had a precept of over £150k
- 98% of delegates rated the conference as 'good' or 'excellent'.
- 23 exhibitors appeared at our Practitioners' Conference selling a range of products and services from hanging baskets, play equipment, cemetery management, IT systems, insurance, Christmas lighting, outdoor furniture, public toilets etc.

WHAT DO YOU GET?

Exhibitor stands cost £740 + VAT and include the following:

- A list of delegates (opt-in) attending the event, sent one week before the event.
- A clothed table.
- Two chairs.
- Lunch and coffees for one representative (£90 + VAT for each additional representative over the two days).

WHAT ARE THE DATES FOR 2020?

26th & 27th February 2020 at Chesford Grange, Kenilworth.

 #SLCCPractitioners

HOW DO I SIGN UP? Visit www.slcc.co.uk/exhibit to complete a booking form

EXHIBIT AT THE SLCC & ONE VOICE WALES (OVW) JOINT EVENT

This one day event is designed to provide clerks in Wales with an update on recent local government legislation and regulation.

What opportunities are there to network with delegates?

1. Registration typically opens at 8.30am with tea and coffee being served in the exhibitor area for 30 – 45 minutes.
2. After a morning of training, there is another 30 – 45 minutes refreshment break with tea and coffee being served in the exhibitor area
3. Lunch is then served in the exhibitor area for 45 – 50 minutes, delegates then continue with training while exhibitors are free to depart.



WHO ATTENDS?

In 2019:

- 84 local council employees attended the Joint Event.
- 32% of delegates said it was their first attendance at the Joint Event.
- 18 exhibitors appeared at our SLCC & OVW Joint Event selling a range of products and services from hanging baskets, play equipment, cemetery management, IT systems, insurance, Christmas lighting, outdoor furniture, public toilets etc.

WHAT DO YOU GET?

Exhibitor stands cost £370 + VAT and include the following:

- A list of delegates (opt-in) attending the event, sent one week before the event.
- A clothed table.
- Two chairs.
- Lunch and coffees for one representative (£35 + VAT for each additional representative).

WHAT ARE THE DATES FOR 2020?

20th May 2020 at St David's Village Hotel, Ewloe.

 #SLCCOVW

EXHIBIT AT LEADERSHIP IN ACTION

A residential, two day event open to clerks, councillors and council staff from the larger councils across England and Wales.

What opportunities are there to network with delegates?

1. Registration typically opens at 8.30am with tea and coffee being served in the exhibitor area for 30 – 60 minutes.
2. After a morning of seminars and workshops, there is another 30 – 45 minutes refreshment break with tea and coffee being served in the exhibitor area
3. Lunch is then served in the exhibitor area for 45 – 50 minutes.
4. Maximise your time with the delegates by attending the networking dinner on day one. (The cost to attend the dinner is in addition to the exhibitor stand cost).



WHO ATTENDS?

In 2019:

- 59 local council employees attended our Leadership in Action.
- 88% of delegates had a precept over £150k.
- 19 exhibitors appeared at Leadership in Action selling a range of products and services from hanging baskets, play equipment, cemetery management, IT systems, insurance, Christmas lighting, outdoor furniture, public toilets etc.

WHAT DO YOU GET?

Exhibitor stands cost £740 + VAT and include the following:

- A list of delegates (opt-in) attending the event, sent one week before the event.
- A clothed table.
- Two chairs.
- Lunch and coffees for one representative (£90 + VAT for each additional representative over the two days).

WHAT ARE THE DATES FOR 2020?

11th & 12th June 2020 at Chesford Grange, Kenilworth.

 #SLCCLeadership

EXHIBIT AT NATIONAL CONFERENCE

National Conference is our largest event of the year and has been running for 46 years. The two day event attracts clerks and council staff and the agenda typically features updates from sector heavyweights such as DCLG, NALC, LGA, ICO and many more.

What opportunities are there to network with delegates?

1. Registration typically opens at 8.30am with tea and coffee being served in the exhibitor area for 30 – 60 minutes.
2. After a morning of seminars and workshops, there is another 30 – 45 minutes refreshment break with tea and coffee being served in the exhibitor area
3. Lunch is then served in the exhibitor area for 45 – 50 minutes.
4. Maximise your time with the delegates by attending the networking dinner on day one. (The cost to attend the dinner is in addition to the exhibitor stand cost)



WHO ATTENDS?

In 2018:

- 141 local council employees attended our National Conference
- 66% of delegates had a precept over £150k
- 40 exhibitors attended National Conference event selling a range of products and services from hanging baskets, play equipment, cemetery management, IT systems, insurance, Christmas lighting, outdoor furniture, public toilets etc.

WHAT DO YOU GET?

Exhibitor stands include the following:

- A clothed table.
- Two chairs.
- Lunch and coffees for one representative (£90 + VAT for each additional representative over the two days).

STAND COSTS:

- 11ft x 6ft = £2,325 + VAT
- 8ft x 7ft = £2,270 + VAT
- 8ft x 4ft = £1,460 + VAT

To view the floorplan please contact wayne.german@slcc.co.uk

WHAT ARE THE DATES FOR 2020?

14th & 15th October 2020 at Jury Inn Hinckley Island, Leicestershire

 #SLCCNational

HOW DO I SIGN UP?

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ADVERTISE IN THE CLERK MAGAZINE

One of the key benefits of SLCC membership is the bi-monthly magazine 'The Clerk', which is our major piece of communication with our members. As a members-only magazine, publications are valued and retained. The content (including your advert) is read, absorbed and referred to for future purchases. The Clerk is delivered directly to the clerk themselves.

WE'VE GONE DIGITAL!

Each publication is also available in digital form on our SLCC website featuring a click-through to the advertisers' website.

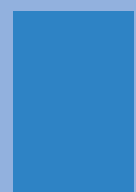
WHO READS THE CLERK:

- The circulation is over 3,600 clerks representing over 5,000 councils.
- The majority of our members have an annual budget/turnover of £100,000 - £250,000*.
- Our members have responsibility over the community allotments, parks and recreation grounds, waste bins, play equipment, cemetery, community centres, markets, football grounds, street lighting, grass cutting, public toilets, war memorials and more.
- 93%* of members rate The Clerk as 'good' or 'excellent'. *Figures taken from the 2017 membership survey


SPECIAL FEATURES IN 2020:

January:	Climate Change
March:	Employment
May:	Heritage & Conservation
July:	Sport
September:	Public Rights of Way, Common Land & Village Greens
November:	Communications


ADVERTISEMENT SIZES



Quarter page
Size:
89mm x 128mm



Half page
Size:
183mm x 128mm



Full page
Size:
210mm x 297mm
Bleed:
216mm x 303mm

2020 Prices:

Quarter page £286 + VAT	Half page £458 + VAT	Full page £688 + VAT
Insert £844 + VAT		



Production Information

Please use the following guidelines to create pdf files that conform to our specifications

- All files to be supplied as Hi resolution PDF's.
- Files must be centred to the page with crop marks and 3mm bleed.
- All images contained within the PDF must be high resolution (300dpi recommended), CMYK format.
- All files need to be sent via wetransfer.com and you will receive an email of safe receipt.

The advertiser must have the appropriate insurance to indemnify them for any advice or information quoted on the advertisement

If a digital proof, which must be run from the PDF file, is not supplied The Clerk cannot accept responsibility for incorrect colour match/copy.

Please email your artwork to:
advertising@slcc.co.uk